



## A Letter from Your Course Professor

Can you believe some of you have already finished several courses since last November? You **all** are making great progress toward the master's degree in Educational Technology Leadership. You are to be commended for continuing your work here online.

For this course, EDLD 5363 Multimedia and Video Technology, I have worked hard to make it one you will enjoy. I've collaborated on the planning and development with Daryl Ann Borel and Dr. Diane Mason, two colleagues in the degree program. They have read and given input into the flow, assignments, projects, technical aspects, and video scripting.

With Multimedia and Video Technology, we may encounter a few issues with bandwidth and working from different locations. That's our challenge together, and I will continue to mention those issues as we go forward. However, know always that your academic coaches and your instructors are here to help you. Let us know when you have questions and when you need extra assistance.

Each week, we'll focus on a specific multimedia competency. In Week 1, you'll gain experience with the video production process. Using still digital photographs and either Microsoft's Photo Story 3 or Apple's iMovie, you'll produce a personal digital story. Both Photo Story and iMovie are available online at no cost. To complete this assignment, you'll need to be familiar with the elements of digital storytelling. Please plan on exploring this topic by researching examples of it on the Web. There are hundreds—maybe thousands—of examples online.

In Week 2, you will work with video editing software and video clips found on the Web to create an original, coherent video sequence. Throughout this week, you'll investigate editing software, exploring several different options before selecting the one you want to use for the activity.

In Weeks 3, 4, and 5, you'll form teams of four and complete this course's major assignment: an original public service announcement. This short original video production will help you achieve the skills required for the Texas Technology Applications certification examination.

Completing the PSA will put together all of the skills you'll acquire throughout the course and require the involvement of every member of your team. You'll brainstorm together online to find an original topic as you create your project proposal. You'll also need to determine roles and responsibilities. Which team member loves to write scripts? Who will create the storyboard? Who will shoot the video? Who wants to edit it? Finally, who will publish it on TeacherTube.com, YouTube.com, or Google Videos to share with the world? That is correct; we are asking you to post your work to a free video Web site as a part of your project. We know you will be proud of your work, and we will be proud of you.

It is my hope that this course will provide you with a background that you need to ensure the success of your students—and faculty—as you lead the way on this new and exciting journey of teaching and learning.

Sincerely,

Kay Abernathy, Ed.D.